

Simantel Costs - 12-0293 Potentially Comparable Disallowed Costs

Line #	Voucher # (a)	Amount \$ (b)	Invoice # (c)	Date (d)	Job Description (e)	Work Requirement (f)	Billed Services (g)
1	Advertising 909						
2	1530140	\$ 4,125	42994	3/15/12	ActOnEnergy Workshop	Review ActOnEnergy and FEFL messaging for consistent communications to customers	Revise and expand existing training for Energy Efficiency Team and contractors
3	Total Advertising 909	\$ 4,125					
4	Non-Advertising 930.2						
5	1541516	\$ 6,157	43171	4/11/12	Identity & Educate Strategy/Planning	Develop media and messaging for communicators meeting	Strategy work and communication planning for evolution of the Focused Energy For Life educational campaign
6	1644340	2,092	44519	8/7/12	Identity & Educate Strategy/Planning	Finalize media for 3rd quarter media buy	Strategy work and communication planning for evolution of the Focused Energy For Life educational campaign
7	1643197	4,905	43904	6/20/12	Identity & Educate Strategy/Planning	Finalize digital strategy reviewing metrics	Strategy work and communication planning for evolution of the Focused Energy For Life educational campaign
8	1619717	4,080	44196	7/12/12	Identity & Educate Strategy/Planning	Review digital metrics	Strategy work and communication planning for evolution of the Focused Energy For Life educational campaign
9	1598043	1,813	43846	6/14/12	Corporate Support	Organize past HR culture material, provide AIC status updates	Provide ongoing support, consulting and creative services to the Ameren Corporate team
10	1498043	2,790	42633	2/10/12	Corporate Online Reputation Management Plan	Develop plan including research, digital strategy, marketing strategy and copywriting	Develop an online reputation management plan, research, digital strategy, marketing strategy, copywriting and account management
11	1498048	6,583	42603	2/8/12	Identity & Educate Strategy/Planning	Print of 300 large truck decals for IL	Re-order truck decals
12	1521934	6,583	42966	3/13/12	Corporate Support	Provide ActOnEnergy.com analytics and develop photo archiving	Corporate support, uploading files to the FTP, tracking and submitting documents and analytics regarding ActOnEnergy.com

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13	1734543	5,391	46488	11/31/2012	(Corp) Diversity and ERG Logo Redesigns	Design and produce word marks for internal departments	Develop word marks for the Diversity department and six internal groups
14	1598038	752	43850	6/14/12	ERG Templates	Design templates for internal groups	Management, creative and art for ERG templates.
15	1734536	1,472	46436	11/30/12	Contractor Safety Logo	Design safety logo to increase co-worker awareness of new initiatives	Project management, copywriting, layout and design of safety logo and messaging.
16	1501738	6,476	42638	2/13/12	AEM Corporate Support	Corporate support for research and consulting on marketing efforts	AEM support, including account management, marketing consultation, layout and design, art direction, and copywriting
17	1671553	1,754	45110	9/14/12	Methane to Megawatts Spot	Update the Methane to Megawatts educational TV message	Account management and creative direction, production costs.
18	1619711	26	44191	7/12/12	(Corp) Clean Coal Messaging	Final invoice for clean coal messaging project.	Bill for card stock paper and flash drive
19	1574754	8,343	43493	5/18/12	(Corp) Clean Coal Messaging	PowerPoint presentation on clean coal research to be presented by CEO.	Washington University clean coal research, including meetings, developing discussion guides, conducting interviews, developing a plan and strategy document, research on funding models, developing a PPT
20	1498045	5,565	42626	2/10/12	(Corp) RCGA Speech	Completed speech for CEO to economic development group.	Copywriting, creative direction, layout and design of PPT slides for executive presentation to regional economic development group, RCGA.
21	1498050	3,047	42625	2/10/12	(Corp) Wash U. Speech	Completed speech for CEO to economic development group.	Copywriting, creative direction, layout and design of PPT slides for executive presentation to Washington University.
22	1521930	368	42958	3/13/12	(Corp) Wash U. Speech	Completed speech for CEO to economic development group.	Copywriting, creative direction, layout and design of PPT slides for executive presentation to Washington University.
23	1734539	2,706	46484	11/30/12	Design Ameren Corporate Christmas Card	Complete design and production of holiday cards.	Copywriting, creative direction, layout and design and production of holiday cards

Line

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24	1598039	5,399	43849	6/14/12	Design Business Ad - Ameren's Economic Impact	Design print ad educating and describing Ameren's economic impact of service area. Place print ad educating and describing Ameren's economic impact of service area.	develop a schedule and print ad for regional business publications aimed at educating the audience on Ameren's Economic Impact
25	1644341	268	44520	8/7/12	Design Business Ad - Ameren's Economic Impact	Design print ad educating and describing Ameren's economic impact of service area. Place print ad educating and describing Ameren's economic impact of service area.	finalize the ad and schedule for initial placement of the business print ad revise and resize print ads for placement of educational messaging for business audiences
26	1721607	435	46072	11/14/12	Design Business Ad - Ameren's Economic Impact	Design print ad educating and describing Ameren's economic impact of service area. Place print ad educating and describing Ameren's economic impact of service area.	revise and resize print ads for placement of educational messaging for business audiences
27	1690982	535	45597	10/9/12	Design Business Ad - Ameren's Economic Impact	Design print ad educating and describing Ameren's economic impact of service area. Place print ad educating and describing Ameren's economic impact of service area.	revise and resize print ads for placement of educational messaging for business audiences
28	1619718	284	44197	7/12/12	Business Print Advertising	Design print ad educating and describing Ameren's economic impact of service area. Place print ad educating and describing Ameren's economic impact of service area.	finalize the ad and schedule for initial placement of the business print ad
29	1644375	4,636	44384	7/31/12	Media Buy	Design print ad educating and describing Ameren's economic impact of service area. Place print ad educating and describing Ameren's economic impact of service area.	Place and schedule print ad - St. Louis Business Journal
30	1734522	4,636	45477	9/21/12	Media Buy	Design print ad educating and describing Ameren's diversity support in service area. Place print ad educating and describing Ameren's economic impact of service area.	Place and schedule print ad - St. Louis Business Journal
31	1734523	686	45699	10/19/12	Media Buy	Design print ad educating and describing Ameren's economic impact of service area. Place print ad educating and describing Ameren's economic impact of service area.	Place and schedule print ad - St. Louis Business Journal
32	1734524	10,352	46208	11/27/12	Media Buy	Design print ad educating and describing Ameren's economic impact of service area. Place print ad educating and describing Ameren's economic impact of service area.	Place and schedule print ad - St. Louis Business Journal
33	1734525	1,345	46210	11/27/12	Media Buy	Design print ad educating and describing Ameren's economic impact of service area.	Place and schedule print ad - St. Louis Business Journal
34	Non-Advertising 930.2	\$ 99,479					